

SICSS Retreat 2022: One-Day Workshop on May 31

Science Communication through Social Media and Live Speaking

Scientists are **always communicating** their research: with colleagues, friends and family, and in publications. But **how to explain** your work and its meaning to the general public? That's where **Science Communication** comes in. It's fun, comes in many forms, and **makes a difference!**



A professional science communicator will coach and help you to show what you do: in images, video, using your voice or speaking on a stage. You're the researchers with something to say, and this workshop will help you say it. **Take your idea, and run with it!**

You'll join up with fellow SICCS researchers into small teams, each with their own project for the day. To focus on what you do best, choose from one of two tracks:

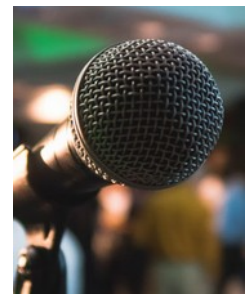
Social Media and Web Publishing



- Twitter posts/threads
- Instagram posts/stories
- videos
- blog articles
- and more

Live Speaking on Stage and on Air

- radio interviews
- podcasting
- talks on stage
- and more



What's planned for May 31, 2022:

- **Morning:** introduction to Science Communication for everyone
- **Midday:** focused introductions to Social Media / Live Speaking
- **Afternoon:** group work, with guidance and assistance from your coach
- **Evening:** getting together, teams present their work, discussion and outlook



Your coach: Michael B\"{u}ker graduated in Astroparticle Physics from the University of Hamburg in 2012, and has worked in Science Communication ever since. He hosts the Audible Original Podcast *Sag mal, Du als Physiker*, explains spaceflight and astrophysics for Deutschlandfunk Nova, is a regular author for P.M. Magazin, has published three popular science books and speaks about physics and astronomy on stage.